



2005 ENERGY STAR[®] Award Application: Excellence in Promoting Superior Energy Performance

General Instructions

Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. The ENERGY STAR awards recognize superior technical accomplishments, public education, and ENERGY STAR promotional efforts that result in substantial energy and cost savings and a cleaner environment. Award winners will be recognized at the ENERGY STAR Awards Ceremony on March 15, 2005 in Washington, DC.

All organizations participating in ENERGY STAR are encouraged to apply for a 2005 ENERGY STAR Award. To be considered, an organization must meet the specific eligibility requirements in the award application and **submit a complete application package by December 15, 2004**. Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.

Eligibility: Excellence in Promoting Superior Energy Performance

ENERGY STAR Partners who provide the assistance that allows others to reach the goal of improving energy performance and include service and product providers, architects, utilities, national and regional market transformation organizations, trade associations, and institutional and non-profit organizations.

Application Instructions

- Complete and submit an application package for **each** of the ENERGY STAR awards that you are applying for.
- Make sure that you respond to all of the award criteria specified in the application that you are completing. **Please do not exceed the page limitation specified in the award application (this does not include samples and collateral materials).**
- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark, copies of ENERGY STAR training materials used for training staff internally and/or at the retail level).

- Provide specific information about your efforts and materials developed in 2004. While planned activities for 2005 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.
- **Organization Logo** - Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a size of 4 inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
- **Summary of Accomplishments** - Please provide a brief overview (**no more than 300 words**) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.

Application Submissions

- For each award that you are applying for, provide **one complete hard copy** of your entire application package, including the application form, responses to awards criteria, samples, collateral, and supplemental materials.

In addition, please send (via e-mail) an **electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** to the ENERGY STAR Awards Coordinator, Karen Schneider, at: schneider.karen@epa.gov. Please do not forward supplemental materials via e-mail.

- All hard copy and electronic applications must be **date marked/postmarked no later than December 15, 2004**. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Send completed applications to the appropriate address below. **It is highly recommended that overnight or two day delivery be used to avoid potential delays and damage due to enhanced security screening of standard mail to government facilities.** Do NOT fax application packages or sample materials, as they will not be accepted.

Via US Postal Service:

Karen Schneider
US Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Karen Schneider
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9752

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Karen Schneider, at (202) 343-9752 or schneider.karen@epa.gov.
- **Notification:** You will be notified by January 31 on the status of your application.

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2005 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: Excellence in Promoting Superior Energy Performance

Description:

The Excellence in Promoting Superior Energy Performance Award honors businesses and organizations that are the catalysts that - through their products, services, and/or effective outreach efforts - help companies to succeed in strategically managing their energy use. These organizations provide the assistance that allows others to reach the goal of improving energy performance and include service and product providers, architects, utilities, national and regional market transformation organizations, trade associations, and institutional and non-profit organizations.

Winning applications will clearly show the organization's commitment to and success in raising awareness of superior energy management and/or improving facility energy performance for their clients. They will also describe how services, programs and outreach efforts leverage ENERGY STAR.

Criteria:

Your submitted application should not exceed **10 pages** in 12-point font. Pages that exceed the limit will not be evaluated. Applicants are encouraged to submit supplemental materials that support the application, such as program descriptions, brochures and energy policy statements, as long as they are clearly referenced within the application. These materials will **not** count against the 10-page limit, but **must be directly relevant to energy performance and/or ENERGY STAR**.

The 2005 ENERGY STAR Awards will be based on work and accomplishments completed during the previous **12 months**, except where specifically noted. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement.

Scoring:

The application is scored on a 100-point scale and the weight of each section or question is provided.

Accomplishments

Section 1 – Organizational Commitment

[30 Points]

Describe how your organization has committed to environmental leadership and energy performance by linking with ENERGY STAR.

- A. **Commitment** – Describe how your mission or program goals align with ENERGY STAR and the value it brings to your organization. Describe ways in which your organization has demonstrated a commitment to promoting and/or delivering energy performance improvement in new and existing facilities. Also describe steps your organization has taken to adopt best practices for energy management and whole building performance.
- B. **Integration of Offerings** – Explain how your organization has integrated ENERGY STAR tools and resources into its offerings to promote the importance of whole building performance and effective energy management. Also describe how ENERGY STAR has contributed to the success of your efforts to assist building owners and managers in improving energy performance, as well as to demonstrate and promote financial and environmental leadership in energy management.
- C. **Leadership** – Discuss any leadership activities your organization has undertaken within your sector, industry or the energy efficiency community that include involvement with ENERGY STAR. Detail how your organization has contributed strategically to fostering the importance and development of whole building performance and energy management in the commercial, institutional or industrial market. For example, list your activities in developing such program design concepts or unique ways to motivate and recognize improved performance.

Section 2 – Education and Outreach Efforts

[30 Points]

Provide examples of ways in which your organization has communicated both the value of energy performance, as well as your partnership with ENERGY STAR. Describe your organization's education and outreach efforts to various audiences by providing examples from the past 12 months. Highlight instances in which your organization used ENERGY STAR resources to communicate and promote the value of energy performance and energy management. **Please begin by describing and quantifying, where possible, your target market and organize responses using the topic headings below.**

- **Outreach** – Share ways in which your organization has organized outreach to staff, professional associations, or the broader commercial, industrial or institutional market (e.g. events, conferences, publications, etc.).
- **Recognition of Achievements**– Describe efforts your organization has taken to help building owners and managers gain recognition for improved energy performance.
- **Marketing Materials** – Attach examples (note: will **not** count against the 10 page limit).

Section 3 – Energy Performance Improvements [40 points]

(For organizations that do not work directly with building owners to improve performance, please complete this section to be best of your ability.)

- A. Using Table 1 below, please quantify the results of new building design projects and/or building/portfolio upgrades that assessed energy use by using EPA’s energy performance rating where applicable. If you used a performance metric other than EPA’s, please describe the metric that was used.

Energy Performance for New Building Design <i>Most Recent 24 Months</i>	EPA’s Target Finder	Other*
Number of building designs assessed with an energy performance rating/target.		
Indicate percent of all building designs assessed with an energy performance rating/target (include square footage if available)		
Number of buildings that were designed to earn the ENERGY STAR.		N/A
Energy Performance for Existing Buildings <i>Most Recent 12 Months</i>	EPA’s Portfolio Manager	Other**
Number of customers’ existing buildings assessed with an energy performance rating.		
Indicate percent of all customers’ existing buildings assessed with an energy performance rating (include square footage if available)		
Number of buildings that received the ENERGY STAR Label		N/A
Continuous Improvement of Energy Performance <i>Most Recent 12 Months</i>	EPA’s Portfolio Manager	Other
Number of all customers’ buildings with an energy performance rating that improved 10 points or more.		
Percent of all customers’ buildings with an energy performance rating that improved by 10 points or more (include square footage if available)		

*If you did not use EPA’s Target Finder, please describe the rating tool you used below.

** If you did not use EPA’s Portfolio Manager energy performance rating tool, please describe the rating tool you used below.

- B. Provide specific examples of new building design projects and/or buildings/portfolios where your organization delivered energy improvement measures by using tools and resources provided by ENERGY STAR and describe practices, technologies, and strategies used to enhance energy performance. Include actual or estimated savings for energy, dollars, and pollution prevented, if available. Describe where applicable, your efforts to provide automated energy performance tracking and measurement for your customers.